

T2M Rashomon: The SLiPs Story from the Technology Developer and the Investor Perspectives.

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The **Rashomon effect** is contradictory interpretations of the same event by different people. The phrase derives from the film [*Rashomon*](#), where the accounts of the witnesses, suspects, and crime victims are all different.



YEAR 3:

- ▶ **Good News:** Congratulations! You're still here
- ▶ **Bad News:** Year 3 isn't really any easier, just different
- ▶

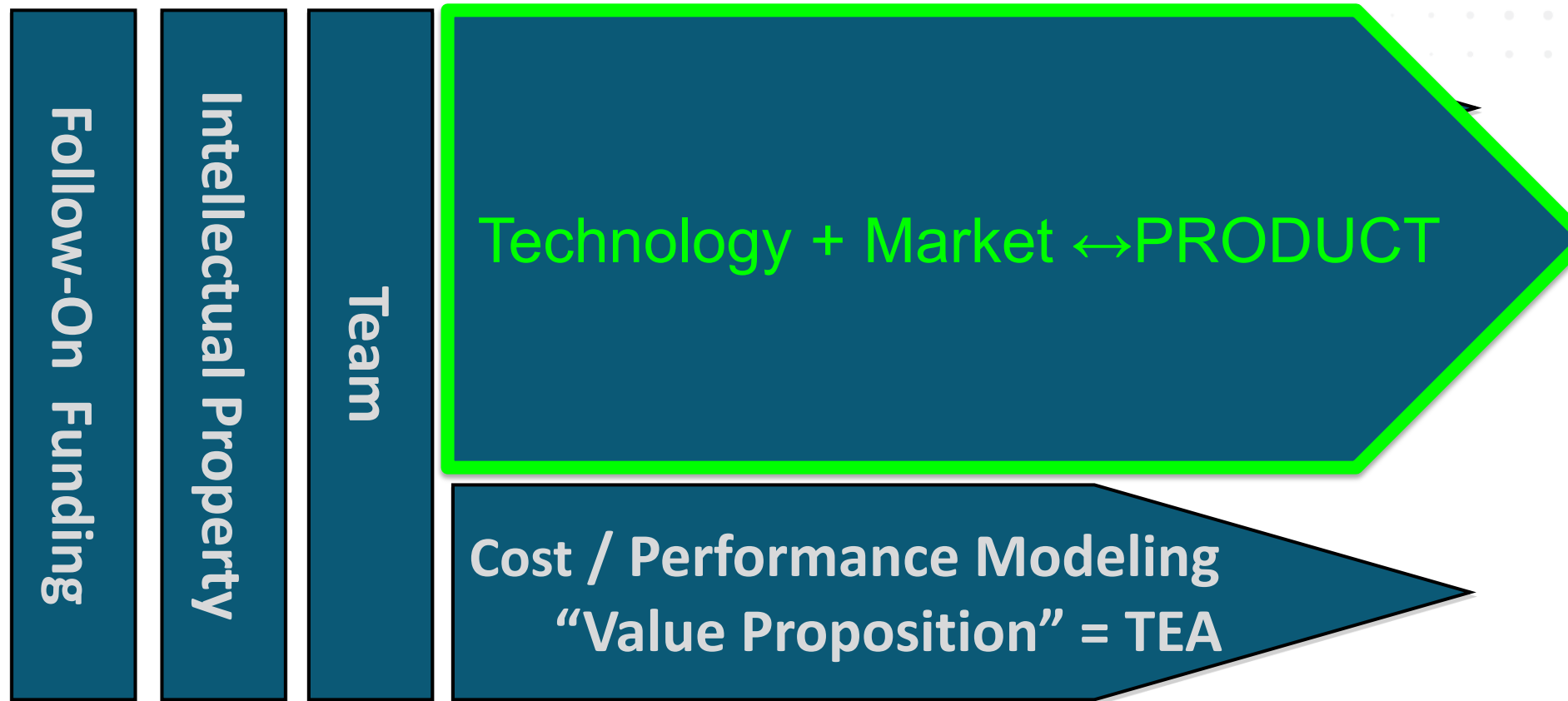


***“VALLEY
OF
DEATH”***



BRIEF REFRESHER: *THE BASIC ELEMENTS OF “T2M”*

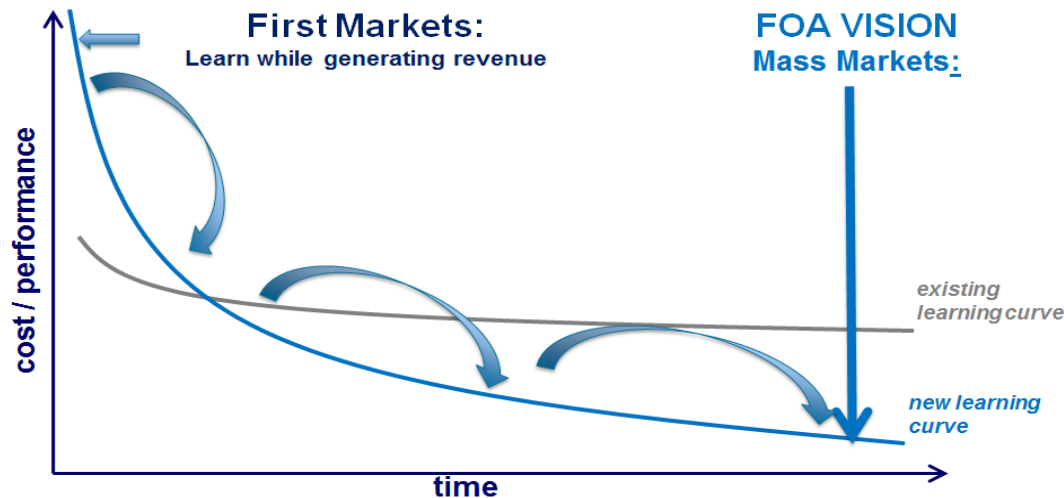
T2M: *Key components*



Follow-on Funding & Partnerships:

If you don't know where you are going, you might end up someplace else
– Yogi Berra

Know where you are going
You are high risk
Start early – relationships take time



I wish I had an answer to that because I am tired of answering that question
- Yogi Berra

IP - Patents

*the means for owning technology
create value from knowledge
are an economic asset*

IP is needed wherever you make, sell or use “your technical product”

Investors and Partners will need details on Patent Position vs. Opportunity

Your Pitch: *significant effort/time required*

– Investor/Partner needs to know:

- Opportunity space
- TEA
- IP position

– How To Communicate

- Inform /excite on opportunity –
 - Not pure technical presentation
 - They Hear vs. You Speak
- Important 1st conversation, and thereafter
- Practice, practice, practice



The Pitch: Speak to be understood

Speak to be understood

Speak to be understood

Hey check out my super-expensive, unreliable gadget that we cooked up in lab and have no idea what to do with!

What they hear:

Hey check out my **new BATTERY GIZMO** that can **solve all your Problems!**



I'm trying to be polite. Actually, you **haven't told me what I need** to understand why this is interesting for me.

What they really mean:

Interesting!



Year 3 Summary - *your next stage is (still) difficult*

In theory there is no difference between theory and practice.

In practice, there is:

Yogi Berra

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